

## ORDER



WKYC

Orders	<b>Order / Rev:</b>	<b>714414</b>
	Alt Order #:	06319910
	Product Desc:	US CHAMBER
	Estimate:	1379
	Flight Dates:	09/19/12 - 09/28/12
	Original Date / Rev:	09/18/12 / 09/18/12
	Order Type:	Political

### Primary AE:

### Sales Office:

### Sales Region:

<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services/ POL</b>
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Ave. Suite 306
		Towson, MD 21286

**Billing Type:**

## Billing Calendar:

**Billing Cycle:**

### Agency Commission:

<b>Advertiser</b>	<b>Name:</b>	<b>US Chamber of Commerce</b>
	<b>Demographic:</b>	A35+
	<b>Product Codes:</b>	IS-Issue/Non
	<b>Priority:</b>	P-2
	<b>Revenue Codes:</b>	AGY, GEN, POL

### New Business Thru:

### Order Separation:

Advertiser External ID:

<b>Bill Plan</b>				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/28/12	43	\$117,500.00	\$99,875.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	43	\$117,500.00	\$99,875.00	0.00
<b>Totals</b>	<b>43</b>	<b>\$117,500.00</b>	<b>\$99,875.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer	Atlanta	South	Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

### Order Share

WKYC	24%	\$117,500.00
Market	100%	\$489,583.33

## Competitive Share

CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	25%	\$122,395.83
WJW	27%	\$132,187.50
WOIO	24%	\$117,500.00
WUAB	0%	\$0.00

Order / Rev: 714414  
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Advertiser: US Chamber of Commerce  
Product Desc: US CHAMBER  
Estimate: 1379

WKYC

Order / Rev: 714414  
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Advertiser: US Chamber of Commerce  
Product Desc: US CHAMBER  
Estimate: 1379

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WKYC	09/24/12	09/28/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MTWTF--	:30	5	\$4,000.00	P-2	0.00	NM	5	\$20,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	MTWTF--		5	\$4,000.00	0.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		4	NKYC	09/24/12-09/30/12	Nightly News		M-Su 6:28p-7p				MTWThF----	:30	(\$4,000.00)	0.00	NM
	See MG 14.6														
		6	NKYC	09/27/12-09/27/12	M-F 7-730p		7-730p				---Th-----	:30	\$4,000.00	0.00	NM
15	WKYC	09/24/12	09/28/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTWTF--	:30	5	\$3,500.00	P-2	0.00	NM	5	\$17,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	MTWTF--		5	\$3,500.00	0.00							
N16	WKYC	09/28/12	09/28/12	Fri Prime B Fri Prime B	CM	9-10p	-----F--	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----F--		1	\$8,000.00	0.00							

Totals 43 \$117,500.00